



IAPD Report

KEITH MICHAEL HOUSUM

CRD# 5024115

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	5
Disclosure Information	6



When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

KEITH MICHAEL HOUSUM (CRD# 5024115)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **11/14/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	NORTHCOAST RESEARCH PARTNERS, LLC	CRD# 149109	01/28/2010
IA	NORTHCOAST RESEARCH PARTNERS, LLC	CRD# 149109	06/23/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **2** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	AMERICA NORTHCOAST SECURITIES, INC.	16076	CLEVELAND, OH	05/15/2009 - 06/04/2017
B	FTN EQUITY CAPITAL MARKETS CORP.	119625	CLEVELAND, OH	03/30/2007 - 05/12/2009

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative?

Yes

The following types of events are disclosed about this representative:

Type	Count
Financial	21



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with 2 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **NORTHCOAST RESEARCH PARTNERS, LLC**

Main Address: 1301 EAST NINTH STREET
15TH FLOOR
CLEVELAND, OH 44114

Firm ID#: 149109

	Regulator	Registration	Status	Date
B	FINRA	Financial and Operations Principal	Approved	01/28/2010
B	FINRA	General Securities Principal	Approved	01/28/2010
B	FINRA	General Securities Representative	Approved	01/28/2010
B	FINRA	Research Analyst	Approved	01/28/2010
B	FINRA	Operations Professional	Approved	10/01/2018
B	FINRA	Research Principal	Approved	11/14/2023
B	New York	Agent	Approved	06/03/2023
B	Ohio	Agent	Approved	05/31/2023
IA	Ohio	Investment Adviser Representative	Approved	06/23/2023

Branch Office Locations

NORTHCOAST RESEARCH PARTNERS, LLC
1301 EAST NINTH STREET
SUITE 1500
CLEVELAND, OH 44114

NORTHCOAST RESEARCH PARTNERS, LLC
1301 East Ninth Street
15th Floor
Cleveland, OH 44114



Qualifications



PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 2 principal/supervisory exams, 5 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	08/18/2008
B	Financial and Operations Principal Examination (S27)	Series 27	03/29/2007

General Industry/Product Exams

	Exam	Category	Date
B	Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	Research Analyst Exam - Part I Analysis Module (S86)	Series 86	07/01/2009
B	Research Analyst Exam - Part II Regulations Module (S87)	Series 87	05/26/2009
B	General Securities Representative Examination (S7)	Series 7	03/17/2008

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	05/30/2023
B	Uniform Securities Agent State Law Examination (S63)	Series 63	05/22/2008



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	05/15/2009 - 06/04/2017	AMERICA NORTHCOAST SECURITIES, INC.	CRD# 16076	CLEVELAND, OH
B	03/30/2007 - 05/12/2009	FTN EQUITY CAPITAL MARKETS CORP.	CRD# 119625	CLEVELAND, OH

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
05/2009 - Present	NORTHCOAST RESEARCH PARTNERS LLC	RESEARCH ANALYST	Y	CLEVELAND, OH, United States
05/2009 - 06/2017	ANCORA SECURITIES INC	REGISTERED REPRESENTATIVE	Y	CLEVELAND, OH, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

No information reported.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Financial	21

Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 21

Reporting Source:	Individual
Action Type:	Compromise
Action Date:	06/26/2017
Organization Investment-Related?	
Action Pending?	No
Disposition:	Satisfied/Released
Disposition Date:	01/25/2018
If a compromise with creditor, provide:	
Name of Creditor:	Kohls
Original Amount Owed:	\$3,010.00
Terms Reached with Creditor:	Installment at a reduced rate
Amount Paid:	\$1,505.00
SIPA (Securities Investor Protection Act) Trustee:	
Currently Open?	No
Date Direct Payment Initiated/Filed or Trustee Appointed:	06/26/2017

**Disclosure 2 of 21**

Reporting Source: Individual

Action Type: Compromise

Action Date: 06/23/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 06/30/2017

If a compromise with creditor, provide:

Name of Creditor: JC Penny

Original Amount Owed: \$1,351.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$406.00

SIPA (Securities Investor Protection Act) Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 06/23/2017

Disclosure 3 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 07/18/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 01/31/2018

If a compromise with creditor, provide:

Name of Creditor: Macy's

Original Amount Owed: \$896.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$358.00

**SIPA (Securities Investor Protection Act)Trustee:**

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 07/18/2017

Disclosure 4 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 06/13/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 11/01/2017

If a compromise with creditor, provide:

Name of Creditor: Victoria Secret

Original Amount Owed: \$2,073.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$829.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 06/13/2017

Disclosure 5 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 07/26/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 07/31/2017



If a compromise with creditor,
provide:

Name of Creditor: Gap (Synchrony Bank)
Original Amount Owed: \$4,249.00
Terms Reached with Creditor: Installment at reduced rate

Amount Paid: \$1,062.00

**SIPA (Securities Investor
Protection Act)Trustee:**

Currently Open? No

**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 07/26/2017

Disclosure 6 of 21

Reporting Source: Individual
Action Type: Compromise
Action Date: 11/02/2017

**Organization Investment-
Related?**

Action Pending? No

Disposition: Satisfied/Released
Disposition Date: 11/08/2017

If a compromise with creditor,
provide:

Name of Creditor: Target
Original Amount Owed: \$3,664.00
Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$1,465.00

**SIPA (Securities Investor
Protection Act)Trustee:**

Currently Open? No

**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 11/02/2017

Disclosure 7 of 21

Reporting Source: Individual
Action Type: Compromise



Action Date: 06/13/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 11/01/2017

If a compromise with creditor, provide:

Name of Creditor: Loft

Original Amount Owed: \$2,216.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$665.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 06/13/2017

Disclosure 8 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 07/12/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 09/22/2017

If a compromise with creditor, provide:

Name of Creditor: Amazon Chase

Original Amount Owed: \$7,494.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$2,998.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No



**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 07/12/2017

Disclosure 9 of 21

Reporting Source: Individual
Action Type: Compromise
Action Date: 12/27/2017

**Organization Investment-
Related?**

Action Pending? No
Disposition: Satisfied/Released
Disposition Date: 03/02/2018

**If a compromise with creditor,
provide:**

Name of Creditor: PayPal
Original Amount Owed: \$3,256.00
Terms Reached with Creditor: Installment at a reduced rate

Amount Paid: \$1,626.00

**SIPA (Securities Investor
Protection Act) Trustee:**

Currently Open? No
**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 12/27/2017

Disclosure 10 of 21

Reporting Source: Individual
Action Type: Compromise
Action Date: 09/19/2017

**Organization Investment-
Related?**

Action Pending? No
Disposition: Satisfied/Released
Disposition Date: 12/30/2017

**If a compromise with creditor,
provide:**

Name of Creditor: Discover



Original Amount Owed: \$5,234.00
Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$4,711.00

SIPA (Securities Investor Protection Act) Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 09/19/2017

Disclosure 11 of 21

Reporting Source: Individual
Action Type: Compromise
Action Date: 06/12/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 09/01/2017

If a compromise with creditor, provide:

Name of Creditor: Old Navy (Synchrony Bank)

Original Amount Owed: \$5,103.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$2,041.00

SIPA (Securities Investor Protection Act) Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 06/12/2017

Disclosure 12 of 21

Reporting Source: Individual
Action Type: Compromise
Action Date: 06/13/2017

Organization Investment-Related?



Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 11/01/2017

If a compromise with creditor, provide:

Name of Creditor: Limited

Original Amount Owed: \$2,085.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$834.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 06/12/2017

Disclosure 13 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 10/17/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 01/07/2018

If a compromise with creditor, provide:

Name of Creditor: Capital One

Original Amount Owed: \$21,102.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$15,800.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 10/17/2017

**Disclosure 14 of 21**

Reporting Source: Individual

Action Type: Compromise

Action Date: 12/27/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 03/30/2018

If a compromise with creditor, provide:

Name of Creditor: Chase Marriott

Original Amount Owed: \$26,100.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$13,050.00

SIPA (Securities Investor Protection Act) Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 12/27/2017

Disclosure 15 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 12/27/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 03/05/2018

If a compromise with creditor, provide:

Name of Creditor: Chase Slate

Original Amount Owed: \$5,639.00

Terms Reached with Creditor: Installment at a reduced rate



Amount Paid: \$2,820.00

SIPA (Securities Investor Protection Act) Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 12/27/2017

Disclosure 16 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 07/31/2017

Organization Investment-Related?

Action Pending? No

Disposition: SIPA Trustee Appointed

Disposition Date: 07/31/2017

If a compromise with creditor, provide:

Name of Creditor: Best Buy - Chase

Original Amount Owed: \$1,343.00

Terms Reached with Creditor: Installment Plan at a reduced rate

Amount Paid: \$685.00

SIPA (Securities Investor Protection Act) Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 07/31/2017

Disclosure 17 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 11/01/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 01/31/2018



If a compromise with creditor,
provide:

Name of Creditor: Citizen's Bank
Original Amount Owed: \$6,942.00
Terms Reached with Creditor: Installment Plan at a reduced rate

Amount Paid: \$3,471.00

**SIPA (Securities Investor
Protection Act)Trustee:**

Currently Open? No

**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 11/01/2017

Disclosure 18 of 21

Reporting Source: Individual
Action Type: Compromise
Action Date: 06/01/2017

**Organization Investment-
Related?**

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 02/25/2022

If a compromise with creditor,
provide:

Name of Creditor: Bank of America
Original Amount Owed: \$26,482.00
Terms Reached with Creditor: Monthly Payments through May 2020

Amount Paid: \$15,570.00

**SIPA (Securities Investor
Protection Act)Trustee:**

Currently Open? No

**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 06/01/2017

Disclosure 19 of 21

Reporting Source: Individual
Action Type: Compromise



Action Date: 06/01/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 09/01/2022

If a compromise with creditor, provide:

Name of Creditor: Bank of America

Original Amount Owed: \$25,430.00

Terms Reached with Creditor: Installment Plan at a reduced balance

Amount Paid: \$15,570.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 06/01/2017

Disclosure 20 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 10/01/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 12/03/2017

If a compromise with creditor, provide:

Name of Creditor: Citi Bank

Original Amount Owed: \$43,718.00

Terms Reached with Creditor: Installment plan at a reduced rate

Amount Paid: \$17,487.00

SIPA (Securities Investor Protection Act)Trustee:

Currently Open? No



**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 10/16/2017

Disclosure 21 of 21

Reporting Source: Individual

Action Type: Compromise

Action Date: 11/01/2017

**Organization Investment-
Related?** No

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 11/01/2017

**If a compromise with creditor,
provide:**

Name of Creditor: Capital One Master Card

Original Amount Owed: \$6,098.00

Terms Reached with Creditor: Payment at a reduced rate

Amount Paid: \$2,134.00

**SIPA (Securities Investor
Protection Act) Trustee:**

Currently Open? No

**Date Direct Payment
Initiated/Filed or Trustee
Appointed:** 11/01/2017



End of Report

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